



# *Consumer-Driven Agriculture:* Four ERS Publications

***Amber Waves:*** "Consumer-Driven Agriculture: Changing U.S. Demographics Influence Eating Habits" Vol. 1, Issue 2, April 2003

***Food and Agricultural Commodity Consumption in the United States: Looking Ahead to 2020***

by Biing-Hwan Lin, Jayachandran Variyam, John Cromartie, and Jane Allshouse

***Food Expenditures by U.S. Households: Looking Ahead to 2020***

by Noel Blisard, Jayachandran Variyam, and John Cromartie

***Food Review: Consumer-Driven Agriculture***



## *Consumer-Driven Agriculture—2000 to 2020*

- Catering to tomorrow's consumers is the key to economic viability and growth for today's food suppliers. The future arena of competition for consumers' food dollars will be filled by innovative firms that recognize change and act quickly to fulfill consumers' needs. New work by ERS projects future food demand.



*The social-economic profile of America is changing...today there are:*

- 281 million people
  - 29% minority
  - 23% college educated
  - 21% over age 55
  - \$39,432 median household income

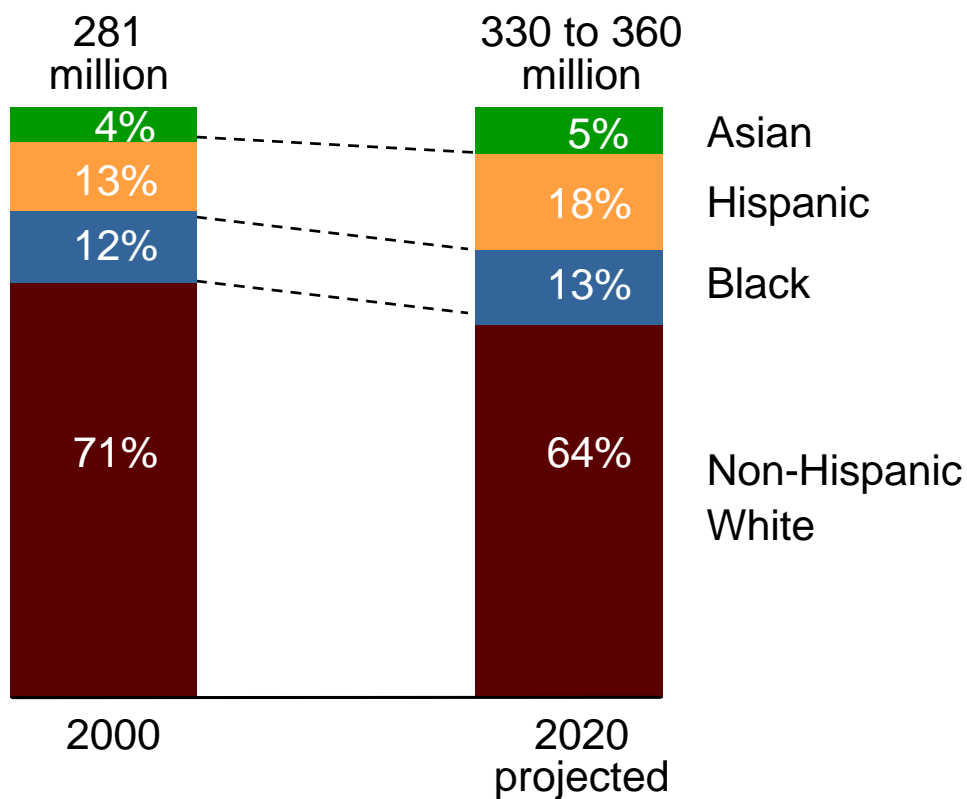


*America in 2020 will have more people and more minorities among them. The population will be older, better educated, and wealthier...*

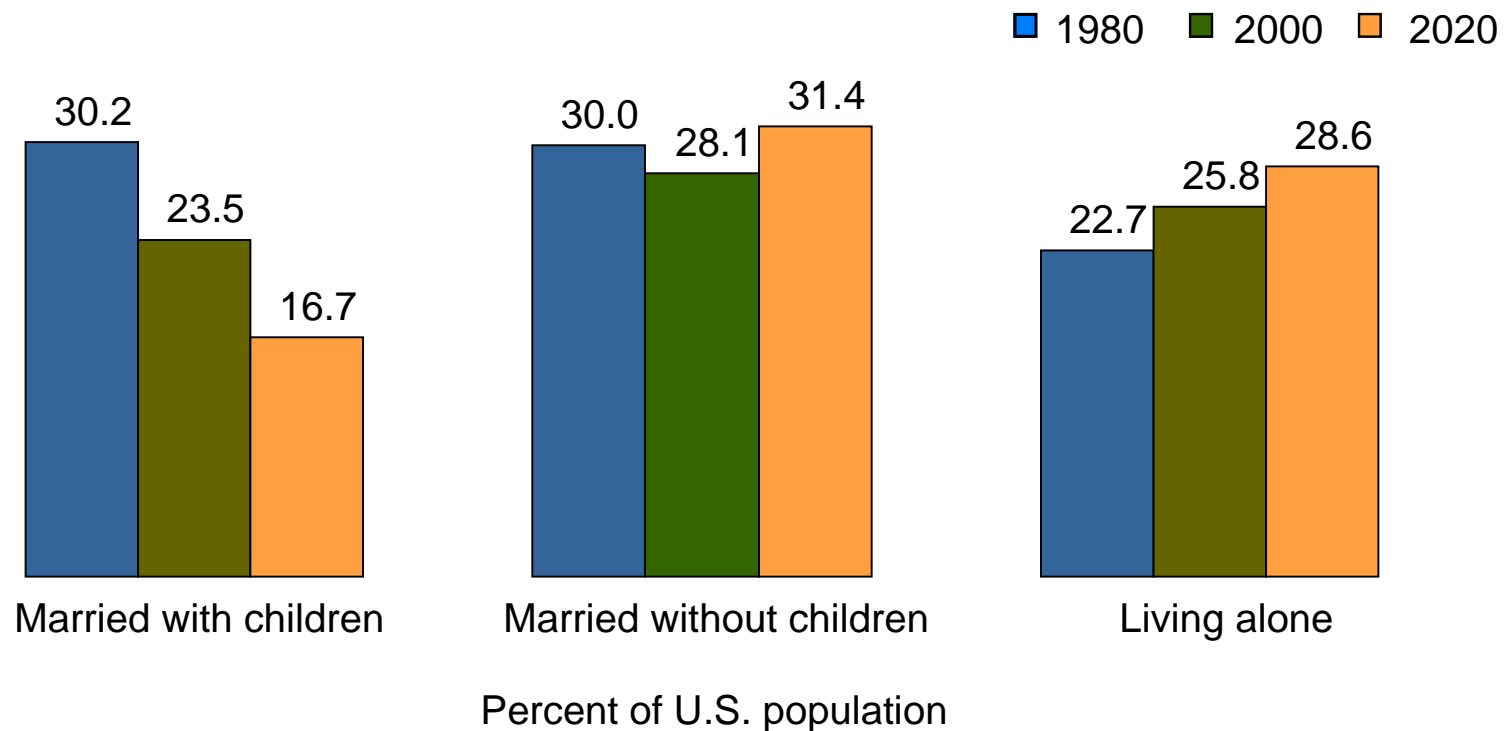
- 320 to 360 million people
  - 36% minority
  - 26% college educated
  - 29% over age 55
  - \$48,115 median household income



*From 2000 to 2020, Hispanics will be the fastest growing group.*



*From 2000 to 2020, the size of the average American household will decline.*





## *What do these trends mean for per capita food demand?*

Some food groups will see marginal gains, others marginal declines...

### More

- fish
- yogurt
- fruits
- vegetables
- food away from home

### Less

- beef
- pork
- dairy
- fried potatoes
- sugars




*By 2020, total consumption will increase for fruits and vegetables...*



Percent change 2000-2020



*By 2020, consumers will increase their food spending, looking for quality and variety...*

fruits		28
vegetables		27
fish		25
sugar & sweets		24
beef		21

Percent change 2000-2020



*For more information on  
consumer-driven agriculture see  
**[www.ers.usda.gov/publications](http://www.ers.usda.gov/publications),**  
or contact **[nblisard@ers.usda.gov](mailto:nblisard@ers.usda.gov)**  
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